

Building Partnerships

On the Road to Census 2000



Census in Schools Materials Now Available

In March and April 1999, teachers all over the country received information about the Census 2000 education project, Census in Schools. Teachers in 40 percent of the nation's schools (42,625 schools) received a letter about Census 2000, a brochure describing the education materials available and a business reply card to request the teaching materials. This information was sent to all elementary teachers and to secondary math and social studies teachers in those schools. Similar information also went to corresponding principals and superintendents. We will mail Census in Schools material to the remaining 60% of schools in the fall.

The colorful teaching kits, "Making Sense of Census 2000," are available for grades K-4, 5-8 and 9-12. Each kit includes a 24-page teaching guide and a 4 x 6 ft. wall map. The teaching materials augment standard curriculum requirements in math, geography and social studies with real-world applications.

To obtain copies of the order cards, contact the Census in Schools staff in the Census 2000 Publicity Office at 301-457-1890 or <Nikita.G.Silver@ccmail.census.gov>. As of April 18, 1999, we had received about 60,000 requests for over 100,000 teaching kits. These orders will be mailed out prior to the end of this school year. All orders received after April 18 will be mailed out at the beginning of the 1999-2000 school year.

The teaching materials, "Making Sense of Census 2000," can also be viewed on the Census Bureau's web site. To download the materials, go to <www.census.gov>, click on "Census 2000" and select "Census in Schools." In addition to the teaching materials, this site contains quotes from teachers and information about our education partners.

United States
**Census
2000**

Welcome to the fourth issue of Building Partnerships, a quarterly newsletter for and about the people and organizations that are building partnerships with the Census Bureau. This newsletter is designed to keep you informed and provide you with regular updates on preparations for Census 2000. If you have any questions or comments on what you would like to see in this newsletter, please contact Vicki Glasier of the Partnership and Data Services Staff of the Office of Associate Director for Field Operations. (Tel: 301-457-2989; E-mail: <vglasier@census.gov>; mailing address: U.S. Census Bureau, Room 1210-2, Washington, DC 20233).

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Additional Census in Schools materials, now in the development stage, include:

- A booklet for adults in literacy, ESL and citizenship programs.
- Materials for families in Head Start programs.
- A supplementary poster for American Indian audiences.
- K-12 teaching guides for Puerto Rico, Virgin Islands, the Commonwealth of the Northern Mariana Islands, American Samoa and Guam.

Census in Schools staff also plans special outreach efforts for migrant education and GED programs.



Partnership on the Internet

Help spread information about Census 2000 and partnership opportunities by linking your organization's web site to the Partnership page on the Census Bureau's Internet site. To get to the Census Bureau's web site for partners, visit <<http://www.census.gov>>, click on "Census 2000" and then "Partnerships and Promotion." By linking us to your web site, visitors can learn about Census 2000, find out who is partnering with the Census Bureau, read the latest fact sheets, newsletters and drop-in news articles and more.

New Fact Sheets and Drop-In News Articles

Use fact sheets and drop-in articles to inform your members, chapters and affiliates about issues relating to Census 2000 and to motivate them to spread the word about the importance of participating in the census. The Census Bureau

recently released these new fact sheets:

- **Race, Hispanic Origin, and Ancestry: Why, What and How**
Explains the importance of the questions on race, Hispanic origin and ancestry that will be asked in Census 2000 and how the data collected on the answers to these questions will be used.
- **Older and More Likely to Answer the Census**
Talks about how Census 2000 will benefit older adults.

**New
articles
available
now:**



- **The Constitution, the Congress and the Census: Representation and Reapportionment**
Discusses the history of the census and the role it plays in political representation.
- **What the Census Bureau Isn't Telling Anyone**
Stresses the confidentiality of the census and provides examples of how the Census Bureau keeps the data private.
- **100 Years Ago the U.S. Census Reflected Simpler Times**
Compares the census of 1990 to the 2000 census.
- **In Any Language: The Census Is Important**
Discusses the importance of the census especially to those whose primary language is not English.

- **The American Community Survey – New Road Map to America's Future**

Introduces the American Community Survey and explains how it will eventually replace the census long form.

- **How Census 2000 Will Help People With Disabilities**

Explains information on disabilities that is collected in the census.

Visit our web site <<http://www.census.gov/dmd/www/7publica.htm>> for a complete listing of all drop-in articles, fact sheets and past issues of this newsletter and check back often for additions.

Advertising Activities

As Census 2000 draws nearer, the paid advertising strategy begins to solidify in preparation for launching. The strategy will be implemented in three phases, with each phase designed for a specific function, seamlessly merged into the next. Each phase also offers partners an opportunity to help extend the depth and reach of the paid advertising message to their constituents. The phases are:

- **Phase I (November 99–January 00)** will focus on educating the public about the census and the many benefits that could be gained through participation.
- **Phase II (February 00–April 00)** will focus on motivating the public to complete and return their census forms.
- **Phase III (April 00–July 00)** will emphasize the importance of cooperating with enumerators during the nonresponse follow-up period.

To help partners with this endeavor, each Regional Census Center (RCC) will receive a set of CD-ROMs with approved creative elements to be used in the creation of localized/ customized census posters, flyers,

etc. The CD-ROMs will contain professional production-quality elements, such as the Census 2000 logo and tagline, poster shells, ad templates and a variety of photos. The RCCs should make these CD-ROMs available to their partners.

The RCCs will receive the other CD-ROMs with approved elements on a flow basis in keeping with the implementation of the paid advertising strategy. If you would like more information on how you may obtain approved Census 2000 creative elements for use in developing your own Census 2000 advertisements and you represent a local organization, please contact the partnership coordinator at your nearest RCC (see back page). If you represent a national organization and would like more information contact Laura Sewell on 301-457-2989.

Recruitment Update

Many thanks to all of our partners for making census recruiting a success for our recent block canvassing operation (early 1999) and address listing operation (mid-to-late 1998). Our ability to meet recruiting goals is due in large part to the recruitment assistance provided by partners like you. We greatly appreciate your help in promoting our jobs and providing free space for application and testing sessions. While we won't be actively recruiting for jobs again until this autumn, we thank you for your continued support and look forward to working with you later this year when we begin recruitment for our largest Census 2000 activity, nonresponse follow-up.

If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, E-mail at <Laura.A.Sewell@ccmail.census.gov> or mail to U.S. Census Bureau, Partnership and Data Services Staff, Room 1210-2, Washington, DC 20233.

**If you represent
a local organization and need information,
call one of the numbers below.**

If you live here...	Call this Partnership Coordinator...	In this Regional Census Center...	At this Telephone #...
Alabama	Stephanye Staggers-Profit	Atlanta	404-331-0573
Alaska	Tim Olson	Seattle	206-553-5882
Arizona	Pamela Lucero	Denver	303-231-5029
Arkansas	Ben Arzu	Kansas City	816-801-2020
California 1	Reina Ornelas	Los Angeles	818-904-6522
California 1	Tim Olson	Seattle	206-553-5882
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello (Acting)	Boston	617-424-4977
Delaware	Lyn Kirshenbaum	Philadelphia	215-597-8312
District of Columbia	Lyn Kirshenbaum	Philadelphia	215-597-8312
Florida	Stephanye Staggers-Profit	Atlanta	404-331-0573
Georgia	Stephanye Staggers-Profit	Atlanta	404-331-0573
Hawaii	Reina Ornelas	Los Angeles	818-904-6522
Idaho	Tim Olson	Seattle	206-553-5882
Illinois	Marilyn Stephens	Chicago	312-353-9759
Indiana	Marilyn Stephens	Chicago	312-353-9759
Iowa	Ben Arzu	Kansas City	816-801-2020
Kansas	Ben Arzu	Kansas City	816-801-2020
Kentucky	Victoria Burke	Charlotte	704-344-6624
Louisiana	Mike Hall	Dallas	214-655-3060
Maine	Tia Costello (Acting)	Boston	617-424-4977
Maryland	Lyn Kirshenbaum	Philadelphia	215-597-8312
Massachusetts	Tia Costello (Acting)	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu	Kansas City	816-801-2020
Mississippi	Mike Hall	Dallas	214-655-3060
Missouri	Ben Arzu	Kansas City	816-801-2020
Montana	Pamela Lucero	Denver	303-231-5029
Nebraska	Pamela Lucero	Denver	303-231-5029
Nevada	Pamela Lucero	Denver	303-231-5029
New Hampshire	Tia Costello (Acting)	Boston	617-424-4977
New Jersey 2	Lyn Kirshenbaum	Philadelphia	215-597-8312
New Jersey 2	Alice Chin	New York	212-620-7702
New Mexico	Pamela Lucero	Denver	303-231-5029
New York 3	Tia Costello (Acting)	Boston	617-424-4977
New York 3	Alice Chin	New York	212-620-7702
North Carolina	Victoria Burke	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu	Kansas City	816-801-2020
Oregon	Tim Olson	Seattle	206-553-5882
Pennsylvania	Lyn Kirshenbaum	Philadelphia	215-597-8312
Rhode Island	Tia Costello (Acting)	Boston	617-424-4977
South Carolina	Victoria Burke	Charlotte	704-344-6624
South Dakota	Pamela Lucero	Denver	303-231-5029
Tennessee	Victoria Burke	Charlotte	704-344-6624
Texas	Mike Hall	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello (Acting)	Boston	617-424-4977
Virginia	Victoria Burke	Charlotte	704-344-6624
Washington	Tim Olson	Seattle	206-553-5882
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens	Chicago	312-353-9759
Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Kim Giesbrecht	Census Bureau Suitland, MD	301-457-4038

1 If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

2 If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

3 If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.

The Census Bureau is an equal opportunity employer.

As of March 31, 1999, the following 73 national governmental and nongovernmental organizations have established partnerships with the Census Bureau:

- A. Philip Randolph Institute
- African American Women's Clergy Association
- Alpha Kappa Alpha Sorority, Inc.
- American Association of Community Colleges
- American Federation of Government Employees
- American Federation of Labor and Congress of Industrial Organizations
- American Hellenic Educational Progressive Association
- American Library Association
- Asian Americans for Community Involvement
- Asian Pacific American Institute for Congressional Studies
- Association of Hawaiian Civic Clubs
- Black Leadership Forum, Inc.
- California Rural Legal Assistance, Inc. Campus Compact
- Child Welfare League of America
- Christian Methodist Episcopal Church
- Council of Chief State School Officers
- Council of Jewish Federations
- Cuban American National Council, Inc.
- Goodwill Industries International, Inc.
- Gray Panthers
- Hispanic Association of Colleges and Universities
- Hmong National Development, Inc.
- Hotel Employees and Restaurant Employees International Union
- Housing Assistance Council
- Improved Benevolent Protective Order of Elks of the World
- Joint Action in Community Service
- Joint Center for Political and Economic Studies
- League of United Latin American Citizens
- National Asian Pacific Center on Aging
- National Asian Pacific American Legal Consortium
- National Association for Equal Opportunity In Higher Education
- National Association for the Advancement of Colored People
- National Association of Colored Women's Clubs
- National Association of Community Action Agencies
- National Association of Community Health Centers
- National Association of Cuban-American Women
- National Association of Development Organizations
- National Association of Latino Elected and Appointed Officials
- National Association of Private Industry Councils
- National Association of Regional Councils
- National Association of Secondary School Principals
- National Baptist Convention, U.S.A., Inc.
- National Black Catholic Congress
- National Caucus and Center on Black Aged, Inc.

organizations continued-

- National Conference of Puerto Rican Women
- National Congress of American Indians
- National Congress of Parents and Teachers (PTA)
- National Council for Geographic Education
- National Council for the Social Studies
- National Council of Negro Women
- National Council of Teachers of Mathematics
- National Federation of Filipino American Associations
- National Federation of Indian American Associations
- National Forum for Black Public Administrators
- National Head Start Association
- National Schools Boards Association
- National Urban League
- National Women's Political Caucus
- Opportunities Industrialization Centers of America, Inc.
- Organization of Chinese Americans
- Puerto Rican Legal Defense and Education Fund
- Rural Community Assistance Program
- Rural Electric Cooperative Association
- Sons and Daughters of Guam Club, Inc.
- Southwest Voter Registration Education Project
- Teachers of English to Speakers of Other Languages, Inc.
- The American Legion
- United States Hispanic Leadership Institute
- United States Junior Chamber of Commerce
- Wider Opportunities For Women, Inc.
- Willie E. Velasquez Institute
- Woman's National Democratic Club